

Richmond Orientations

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Department: Packaging Development - Richmond

Overview

- Work on Packaging Development (Design work done in NY)
- Work with Vendor Contacts (Westvaco and Shorewood Packaging)
- R&D searches (Scientific Work)
- Maintain product integrity ("Subjectively Neutral")
- Exploratory Work
- Boxes are sent in "flats" (palettes)
- Labels are sent in rolls or cut

Frequent Interactions

- Team Meetings
- Cigarette Design and Development
- Flavor Technology
- MTS
- PED
- Scientific Affairs (before Packaging becomes involved)

Positioning on New Product Process Map

New packaging - Brought in early and continue throughout entire process
Existing - Primarily Mark's group in NY

Essential Information for "Brief"

Typically done in a dialog with Marketing

- Premium v. Discount
- Purpose
- Materials (i.e. plastic w/ steel)

Turnaround Times

Depends on Specificity with Marketing

Miscellaneous

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